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Steven Rizzi

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EXAMINER

JANVIER, JEAN D

ART UNIT

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3688

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08/08/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 09/876,173	Applicant(s) RIZZI ET AL.	
	Examiner JEAN JANVIER	Art Unit 3688	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-40 is/are pending in the application.
 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-40 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. ____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. ____. |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date ____. | 6) <input type="checkbox"/> Other: ____. |

Response to The Appeal Brief

Prosecution is herein being re-opened in response to the filing of an Appeal Brief, filed on 07/30/2007, to include therein a new ground of rejection. Hence, Applicant's arguments with respect to the claimed invention have been considered, but are temporarily being moot in view of the new ground(s) of rejection.

To avoid abandonment of the application, appellant must exercise one of the following two options:

(1) file a reply under 37 CFR 1.111 (if this Office action is non-final) or a reply under 37 CFR 1.113 (if this Office action is final); or,

(2) initiate a new appeal by filing a notice of appeal under 37 CFR 41.31 followed by an appeal brief under 37 CFR 41.37. The previously paid notice of appeal fee and appeal brief fee can be applied to the new appeal. If, however, the appeal fees set forth in 37 CFR 41.20 have been increased since they were previously paid, then appellant must pay the difference between the increased fees and the amount previously paid.

A Supervisory Patent Examiner (SPE) has approved of reopening prosecution by signing below:

/Eric W. Stamber/
Supervisory Patent Examiner, Art Unit 3622

DETAILED ACTION

Specification

Claim Status

Claims 1-30 and 31-40 are currently pending in the Application.

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claim 6 (including its dependent claims) is rejected under 35 U.S.C. 112, second paragraph, as failing to set forth the subject matter which applicant(s) regard as their invention. Thus, the claim is said to be indefinite.

Here, claim 6 contains the trademark/trade name [Java™ applet]. Where a trademark or trade name is used in a claim as a limitation to identify or describe a particular material or product, the claim does not comply with the requirements of 35 U.S.C. 112, second paragraph. See *Ex parte Simpson*, 218 USPQ 1020 (Bd. App. 1982). The claim scope is uncertain since the trademark or trade name cannot be used properly to identify any particular material or product. A trademark or trade name is used to identify a source of goods, and not the goods themselves. Thus, a trademark or trade name does not identify or describe the goods associated with the trademark or trade name. In the present case, the trademark/trade name is used to identify/describe [3] and, accordingly, the identification/description is indefinite (MPEP ¶ 7.35.01).

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-30 and 31-40 are rejected under 35 U.S.C. 102(e) as being anticipated by Graham, USP 6,804,659.

(In “no user profiling data are forwarded to the advertising server 140 for collection”, **the advertising server 140 is an external advertising server or a third party advertising server that should not collect or access the users’ profile data. The claims will be interpreted accordingly).**

As per claims 1-30 and 31-40, Graham discloses, in one specific embodiment, a method for targeting advertising to a user based upon content of an active document displayed in a local browser on another computer or client computer. An active document can be one that is presently displayed to a user, for example. However, in some embodiments, an active document can be one that is being processed by a daemon or background process. The method includes analyzing, by a server having a database coupled thereto, a network software such as a Servlet, an applet or any other useful network loadable module, at least one document, displayed within a local

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browser, to identify discussion of information corresponding to one or more user selectable concepts of interest (the server determines whether the document is relevant to the user or viewer). This analysis can provide a user concept relevance, which can comprise a measure of relevance of the document to one or more concepts defined by the user (sending by the server a signal or applet to the local browser to read or interpret textual content or document displayed within to indicate a measure of relevance). The method can also include analyzing, the server using a module, the document or textual content to identify discussion of information corresponding to one or more advertiser selectable concepts of interest or advertiser's keywords or keyword data stored in the server database (the server using the applet or network software or module compares the advertiser's keywords to the characteristics of the document displayed in the local web browser to determine whether an ad should be displayed within the browser). This analysis can provide an advertiser concept relevance, which can comprise a measure of relevance of the document to one or more concepts or keyword data defined by the advertiser. The method can also include comparing the user concept relevance and the advertiser concept relevance for the document to determine an overall relevance (factor). Next, the server selects an advertising or ad matching the document or textual context characteristics (keywords) and the advertiser's keyword data and the viewer's relevance factor (interest). In other words, selecting an advertising or ad, from the server database, having a particular overall relevance can also be part of the method or the process. The particular relevance can be the greatest relevance, least relevance or within a range of greatest or least relevance, for example (the server compares using a software or applet the user concept relevance and the advertiser concept relevance (keywords

or keyword data) for the document, displayed within the local web browser, to determine an overall relevance and display an ad in the local web browser accordingly).

In another embodiment, a system for targeting advertising to a user based upon content of one or more documents displayed to the user is provided. The system comprises a profile content recognizer that analyzes contents of documents for information corresponding to one or more user selectable concepts. The profile content recognizer provides an output of concepts contained in the document that correspond to the one or more user selectable concepts. The system also comprises an advertising content recognizer that analyzes content of documents for information corresponding to one or more advertiser selectable concepts. A comparator compares the output from the profile content recognizer and the output from the advertising content recognizer and selects from a plurality of stored advertisements ones that are relevant to the information contained in the documents based upon the comparison.

In a further embodiment, a computer program product for targeting advertising to users based upon a content of one or more documents displayed to the user comprises code for analyzing the documents to identify discussion of information corresponding to one or more user selectable concepts of interest is provided. This code can provide a user concept relevance indication, which can comprise a measure of relevance of the document to one or more concepts defined by the user. Code for analyzing the documents to identify discussion of information corresponding to one or more advertiser selectable concepts of interest is provided. This code can provide an advertiser concept relevance indication, which can comprise a measure of relevance of the document to one or more concepts defined by the advertiser. Code for comparing the user concept relevance and the advertiser concept relevance for the document in

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order to determine an overall relevance is also part of the product. Code for selecting advertising having a particular overall relevance and a computer readable storage medium for holding the codes are also part of the product. The particular relevance can be the greatest relevance, least relevance, or within a range of greatest or least relevance, for example (col. 2: 64 to col. 3: 8).

(Here, the advertising server is part of the internal system and hence, the users' profile data are not collected and provided to any third party or external advertising server, but rather are collected and used internally for targeting the users).

Figs. 1-11; Col.1: 58 to col. 3: 44).

Please consider the entire reference.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-40 are rejected under 35 U.S.C. 102(e) as being anticipated by a **PR Newswire article**, “Web Media Revolutionizes Online Advertising Industry”, published on Dec 5, 11996.

(In “no user profiling data are forwarded to the advertising server 140 for collection”, **the advertising server 140 is an external advertising server or a third party advertising server that should not collect or access the users' profile data. The claims will be interpreted accordingly).**

As per claims 1-40, the aforementioned article describes, among other things, an advertising system to distribute targeted advertisements to a user or viewer over the Internet based on the user's or viewer's geographic location, behavior and known interests, the profile of the accessed registered web site and based on the content or document portion of a web document or web object or consumption material **(a server comparing, using a program, at least a portion of a web document to keyword data or information stored in a database to determine an appropriate ad to be displayed to a user)**. The advertising system runs on Sun Microsystems (providing computer Hardware) and Oracle Corporation (providing Oracle database software) technologies. Furthermore, the article describes that Web Media essentially provides a service that can be thought of as a magazine **or contextual content or web document** that recognizes its users or readers and instantly selects advertisements to be displayed to the readers based on the readers' psychographic profile or particular interests. **Indeed, each time the reader or user turns the page (switching to a different portion of the web document or a portion of the contextual content), a targeted advertisement is displayed tailored to his or her interests, complementing the editorial content of the page or portion read (displaying an advertisement to the reader based on the reader's interests and based on the nature of the read or viewed portion or contextual content or based on a matching between keyword data or stored information and the displayed document portion or contextual content)**. In addition, it can be inferred that the registered web site accessed by the user or reader, the content of the document portion viewed and the reader's profile reflect the advertiser's specific requirements (criteria) to display a personalized and localized advertisement to the reader accessing a particular registered web site, pre-approved by the advertiser, where the user or

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reader can read selective content, sought by the advertiser, and wherein the system is operable to display at least one advertisement to the reader in accordance with the reader's profile, content of the portion or page read and the advertiser's specific criteria (target profile or stored keyword data) to display an advertisement, as understood by those skilled in the art. The latter scenario or the process repeats itself whenever the reader switches to a new page or another portion of the document or web document or web object. See page 1: 24 (last paragraph) to page 2: 47 (paragraph no. 8). Having said that, the recited steps of the claimed invention are implicitly or explicitly supported in the prior art, as understood by those skilled in the art.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-40 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dietsch,US 2004/0143499 A1 in view of Graham, USP 6,804,659.

(In “no user profiling data are forwarded to the advertising server 140 for collection”, **the advertising server 140 is an external advertising server or a third party advertising server that should not collect or access the users' profile data. The claims will be interpreted accordingly).**

As per claims 1-40, Dietsch teaches a system and method for serving plural resources on a data network. A first user request for resources, such a web document, is received from a user network processing device or local web browser. At least one first server resource or web page or requested web document, from a content provider server, is transmitted to the user network processing device in response to the first user request for resources. The first server resource includes program code operable to format a single request for plural resources such as advertisements. The single request for plural resources is received and plural resources are transmitted, from an ad server, to the user network processing device for presentation to the user (See abstract; figs 1-5; page 2 and [0013]-[0015]).

Furthermore, and more particularly, user's information, such as entered keyword data (user's profile), can be used by the advertisement server in selecting appropriate advertisement content, campaigns or information to be presented to the user via his processing unit (page 4 [0055]).

See [0016]-[0076]

As per claims 1, 21, 30 and 37, although Dietsch teaches that **user's information, such as entered keyword data (user's profile), can be used by the advertisement server in selecting appropriate advertisement content, campaigns or information to be presented to the user via his processing unit (page 4 [0055])**, however, Dietsch does not expressly disclose comparing the keyword data to the textual content or currently displayed requested web document to determine if there is at least one match in order to display at least one suitable or appropriate advertisement thereon.

However, Graham discloses, in one specific embodiment, a method for targeting advertising to a user based upon content of an active document displayed in a local browser on another computer or client computer. An active document can be one that is presently displayed to a user, for example. However, in some embodiments, an active document can be one that is being processed by a daemon or background process. The method includes analyzing, by a server having a database coupled thereto, a network software such as a Servlet, an applet or any other useful network loadable module, at least one document, displayed within a local browser, to identify discussion of information corresponding to one or more user selectable concepts of interest (the server determines whether the document is relevant to the user or viewer). This analysis can provide a user concept relevance, which can comprise a measure of relevance of the document to one or more concepts defined by the user (sending by the server a signal or applet to the local browser to read or interpret textual content or document displayed within to indicate a measure of relevance). The method can also include analyzing, the server using a module, the document or textual content to identify discussion of information corresponding to one or more advertiser selectable concepts of interest or advertiser's keywords or keyword data stored in the server database (the server using the applet or network software or module compares the advertiser's keywords to the characteristics of the document displayed in the local web browser to determine whether an ad should be displayed within the browser). This analysis can provide an advertiser concept relevance, which can comprise a measure of relevance of the document to one or more concepts or keyword data defined by the advertiser. The method can also include comparing the user concept relevance and the advertiser concept relevance for the document to determine an overall relevance (factor). Next, the server selects an advertising or ad matching

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the document or textual context characteristics (keywords) and the advertiser's keyword data and the viewer's relevance factor (interest). In other words, selecting an advertising or ad, from the server database, having a particular overall relevance can also be part of the method or the process. The particular relevance can be the greatest relevance, least relevance or within a range of greatest or least relevance, for example (the server compares using a software or applet the user concept relevance and the advertiser concept relevance (keywords or keyword data) for the document, displayed within the local web browser, to determine an overall relevance and display an ad in the local web browser accordingly).

In another embodiment, a system for targeting advertising to a user based upon content of one or more documents displayed to the user is provided. The system comprises a profile content recognizer that analyzes contents of documents for information corresponding to one or more user selectable concepts. The profile content recognizer provides an output of concepts contained in the document that correspond to the one or more user selectable concepts. The system also comprises an advertising content recognizer that analyzes content of documents for information corresponding to one or more advertiser selectable concepts. A comparator compares the output from the profile content recognizer and the output from the advertising content recognizer and selects from a plurality of stored advertisements ones that are relevant to the information contained in the documents based upon the comparison.

In a further embodiment, a computer program product for targeting advertising to users based upon a content of one or more documents displayed to the user comprises code for analyzing the documents to identify discussion of information corresponding to one or more user selectable concepts of interest is provided. This code can provide a user concept relevance

indication, which can comprise a measure of relevance of the document to one or more concepts defined by the user. Code for analyzing the documents to identify discussion of information corresponding to one or more advertiser selectable concepts of interest is provided. This code can provide an advertiser concept relevance indication, which can comprise a measure of relevance of the document to one or more concepts defined by the advertiser. Code for comparing the user concept relevance and the advertiser concept relevance for the document in order to determine an overall relevance is also part of the product. Code for selecting advertising having a particular overall relevance and a computer readable storage medium for holding the codes are also part of the product. The particular relevance can be the greatest relevance, least relevance, or within a range of greatest or least relevance, for example (col. 2: 64 to col. 3: 8).

(Here, the advertising server is part of the internal system and hence, the users' profile data are not collected and provided to any third party or external advertising server, but rather are collected and used internally for targeting the users).

Figs. 1-11; Col.1: 58 to col. 3: 44).

Therefore, it would have been obvious to one of ordinary skills in the art, at the time of the invention, to incorporate the teachings of Graham into the system of Dietsch so as to request by a user textual content or web document from a content provider and compare stored keyword data to the textual content or currently displayed requested web document in order to determine if there is a match between a currently displayed portion of the requested web document and the stored keyword data and, in the affirmative, display one or more suitable ads to the user or consumer, thereby rendering the advertisements displayed within the requested web document or web page more appropriate to the portion of the web document being read or consumed by the

consumer or user and more related to the user's interest, while increasing the chance that the advertisers' messages or advertisements will receive an eyeball, which in the end renders the system more effective.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

USP 5,794,210A to Goldhaber discloses a system that provides for the immediate payment to computer and other users for paying attention to an advertisement or other "negatively priced" information distributed over a computer network such as the Internet. Called Attention Brokerage, this is the business of brokering the buying and selling of the "attention" of users. A further invention, Orthogonal Sponsorship, allows advertisers to detach their messages from program content and explicitly target their audience. A special icon or other symbol displayed on a computer screen may represent compensation and allow users to choose whether they will view an ad or other negatively priced information and receive associated compensation. Targeting users may be provided by reference to a database of digitally stored demographic profiles of potential users. Information can be routed to users based on demographics, and software agents can be used to actively seek out users on a digital network. **Private profiles may be maintained for different users and user information may be released to advertisers and other marketers only based on user permission. Users may be compensated for allowing their information to be released.** Competing advertisers may "bid" for the attention of users using automatic electronic systems, e.g., "an auction" protocol and these concepts can be

generalized to provide an electronic trading house where buyers and sellers can actively find each other and negotiate transactions.

USP 6,029,195 to Herz relates to customized electronic identification of desirable objects, such as news articles, in an electronic media environment, and in particular to a system that automatically constructs both a "target profile" for each target object in the electronic media based, for example, on the frequency with which each word appears in an article relative to its overall frequency of use in all articles, as well as a "target profile interest summary" for each user, which target profile interest summary describes the user's interest level in various types of target objects. The system then evaluates the target profiles against the users' target profile interest summaries to generate a user-customized rank ordered listing of target objects most likely to be of interest to each user so that the user can select from among these potentially relevant target objects, which were automatically selected by this system from the plethora of target objects that are profiled on the electronic media. Users' target profile interest summaries can be used to efficiently organize the distribution of information in a large scale system consisting of many users interconnected by means of a communication network. Additionally, a cryptographically-based pseudonym proxy server is provided to ensure the privacy of a user's target profile interest summary, by giving the user control over the ability of third parties to access this summary and to identify or contact the user.

USP 6,332,127B1 to Bandera discloses a systems, methods and computer program products are provided for selecting an advertising object to be displayed within a Web page requested by a user based on the geographic location of the user and/or on the time of day. Systems, methods and computer program products are provided for validating an offer within an

advertising object of a Web page displayed within a Web client in communication with a Web server. Systems, methods and computer program products are also provided for changing content within an object displayed within a Web page based on changes in geographic location of a user. In addition, systems, methods and computer program products are provided for redeeming an electronic coupon stored within a first computing device, wherein the electronic coupon is valid within a designated geographic region and for a designated period of time.

USP 6, 487, 538 B1.

Gupta discloses a system for distributing push content or advertisements to a user when the user requests a primary or first predetermined information or a web page from a web site or content provider wherein the push content or advertisements is displayed to the user in accordance with the user's profile, credit history and web sites visited and search queries, having specific keywords or terms, conducted by the user (See abstract). Furthermore, Gupta discloses an advertisement negotiation system wherein an advertiser evaluates the user's profile and based on this evaluation, the advertiser may decide how much money he wants to pay in order to have his advertising messages displayed to a user, having a particular matching profile, who requests via an ISP a primary information or a specific web page related to a specific web site (col. 5: 66 to col. 6: 45; col. 11: 42 to col. 12: 50). In addition, the system can include in the user's request the type of advertisements (advertisement characteristics) that are acceptable or can be displayed or inserted in the web page that is returned to the user by appending an HTML tag in the user's request specifying the advertisement characteristics (col. 15: 19-31). In short, a profile is useful in determining the type of advertisement to display to a targeted user based on a profile matching between the user's profile and the advertiser's specifications or criteria to display an ad. For

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example, if the user's profile indicates that the user of the client 100 executed a search for flowers (keyword=flowers), then the advertiser may desire to transmit an advertisement or ad related to a local flower shop to the user via client 100 connected over the Internet. Furthermore, if the user accesses or requests a Pizza Hut web page, then an advertisement for Round Table Pizza or Dominos Pizza, a competitor's brand, may be displayed next time the user accesses a website (col. 10: 9-22; col. 10: 41-63). Moreover, an ADRESTRICIT tag may specify the categories/types of advertisements to allow/deny. For instance, a religious web site may desire to exclude any advertisement for pornographic web sites or to allow only advertisements for books. In other words, when the user requests via the ISP primary information available at a religious web site, the ISP/proxy server cannot insert advertisements related to pornographic materials or pornographic web sites (col. 15: 51-56). Moreover, The advertiser or the manufacturer or the coupon distributor himself may restrict the ISP/proxy server to only insert advertisements (coupons) on web pages from chosen web sites, thereby automatically excluding the web sites that were not chosen as being suitable web sites (col. 17: 9-12).

In summary, Gupta teaches a system for providing a targeted advertisement to a user along with a requested web page or document, based on the user's profile, based on previously visited websites and keywords or search terms submitted in a user's request matching an advertiser's preferences or specifications, via a client 100 over a communication network or the Internet or a wireless link (See abstract; col. 17: 9-12; col. 7: 60-63).

USP 5, 959, 623.

Van Hoff discloses a system for displaying a plurality of advertisements from a list to a user, wherein software module or Applets (informational programs) 310, running on the user's computer, related to the advertisements include methods for displaying the images (objects or links) 312 and any associated audio data (audio object or link) 312, representing one or more advertisements (objects) for products or services, in the display window of the client computer or user's computer. The applets (codes or first software, second software, third software, etc.,) define the operational parameters related to how long images (objects) are displayed, in what sequence, how they appear and disappear or fade or flash (col. 4: 45-56; col. 7: 10-33; fig. 3). A program interpreter (first, second and third software), executed on the client computer (a receiver at the subscriber's site), performing the tasks of displaying a designated or selected adlist (comprising a group of ads) from the set of designated adlists in accordance with the selection method (executed on the subscriber's receiver), repeats the display process until all ads from the designated adlists specified in the selection method are displayed (sequentially or serially). After completing the execution or displaying of a given (selected) adlist class, the interpreter looks to the selection method (as depicted in the applet) to identify the next adlist for display (updating adlist). In one embodiment, the same adlist can be redisplayed upon reaching the last advertisement in the adlist, especially if there is no additional designated adlist as specified in the selection method. In an alternative embodiment, a sequence of adlists is displayed. This process repeats itself, as the user visits or browses more web pages, until the user logs off from the Internet. Further the user may turn off the Ad Window displaying an advertisement (object) from an adlist by quitting the execution at any time during the execution process by the interpreter (col. 6: 62-64; col. 7: 21-43).

Further, a user using, over the network or Internet 106, a client computer 100 (subscriber's receiver), initiating execution of the Internet access program or HotJava 110 (related to the client local browser), to access or request information (advertisements) on the network (col. 5: 28 to col. 6: 4). In another embodiment, the HotJava browser program 110 can automatically push or launch an AdWindow application, displaying a first Adlist from a list of adlists in an Ad Window, when the user logs in without the intervention of the user. In other words, at the initiation of the local browser (when the user logs in), the Ad Window, displaying an ad, may be automatically pushed or executed (fig. 2; col. 6: 4-7; col. 6: 37-48; col. 7: 60-62).

In addition, the system may display updated information or ad object related to an ad during a user current log-in session by deleting an old ad object, from the object repositories as appropriate, and replacing it with a new ad object to thereby free up memory from the server (col. 7: 44-56).

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (571) 272-6719. The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (571) 272- 6724.

Non-Official- 571-273-6719.

Official Draft : 571-273-8300

07/20/08

/Jean Janvier/
Primary Examiner, Art Unit 3688